

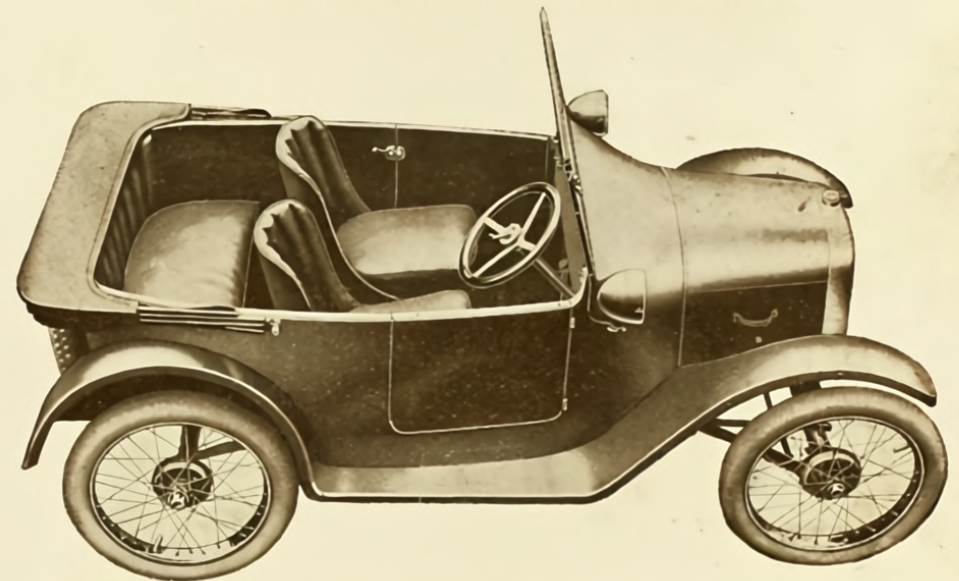
The Motor for
the Million



The MOTOR for the MILLION.

The Austin Seven

*Built in the largest and most up-to-date
Motor Works in the British Empire.*



The AUSTIN MOTOR CO. LTD.
NORTHFIELD, BIRMINGHAM, ENGLAND.

LONDON - - - - - 479-483, Oxford Street.
BRUSSELS - - - - - Rue de Parnasse.

Agencies throughout the World.

Publication No. 306c.



We're all comfortable now!

A REAL CAR at a possible price—what a long time the reality has been on its way to possibility. Now, with the introduction of the "Austin Seven," the reality is here—a real car, and at a price thousands of persons can pay. Health, recreation, travel and convenience are presented in a delightful small car, absurdly cheap to run, and assuring long wear. Those who motor know how much a car adds to enjoyment of life. The ability to run across to see friends at any time and "in no time," the thought that there is a ride in the fresh air to new scenes awaiting one at the week-end, the delight of handling the car, and the fact that while costing so little to run the "Austin Seven" will take the children in comfort, even in bad weather, are features that add new joy to life.

1 $\frac{1}{4}$ ^{d.} a Mile. This new broader interest and outlook can now be thought of seriously by many, for the cost of the car is but little more than that of a sidecar combination, while the value is ever so much greater, and so well is the car built that it can be purchased with every confidence. A tax of £8 and a running cost of about 1 $\frac{1}{4}$ d. per mile now make motoring possible for the majority. When one considers the return in health, happiness, convenience at a cost cheaper than tram fares, and the vastly widened interest in life assured by running an "Austin Seven," the wonder is that we have had to wait so long for it. In health alone—fresh air, new scenes and an interest—the price of the car in many cases can show an actual profit, particularly as the "Austin Seven" will banish that narrowing of interests and restriction of movement which



We hear you're getting a "Seven," too



It's all our own: no waiting for the menfolk.



tell so heavily on the health of many women. As they can so easily handle the car, their shopping can be converted from a trouble to a pleasure. With the "Austin Seven" there is comfortable speedy travel, ease of management, perfect shelter in bad weather, and there are no lamp worries—a movement of the finger flicks on two fine electric lamps and a rear lamp fed with current by a gear-driven dynamo and accumulator. The car needs little mechanical attention and is very easy to clean, having stove-enamelled finish.

A Woman's Car. It is an ideal car for women's use, and there is no need to wait till the menfolk return from business to "get the car out." The clutch is delightfully light, and the changing of speed can be done with ease. For those living any distance from town an "Austin Seven"

is really an essential, and within the purchasing capacity of almost anyone. It saves the time of the housewife in shopping, enables her to visit the best markets, while in many cases it makes it possible for a business man to live outside the city in the fresh air by giving him cheap and reliable transport. The "Austin Seven" will go anywhere and do anything a larger car can do. It surmounts ordinary hills on top gear with ease and certainty.

For the Commercial. The "Austin Seven" is an ideal car for the business man. Traveling in it he is able to keep perfectly clean, warm and presentable when visiting clients, and he can carry quite a large sample case in the space behind the main seats. Long journeys can be made



"Smart and Early."



Arriving fresh for 18 holes.

speedily and in comfort, and the "Austin Seven" confers ability to explore new markets in districts where bad train connections would make the expenditure of time unprofitable, and delays a weariness.

Accommodation. The "Austin Seven" has two main seats, both adjustable, of very roomy size, and at the back of the car is a seat, covering a tool box, which will accommodate three children, or at a pinch a third adult. When it is not required for passengers the space behind the main seats can be used for carrying luggage.

Comfort. The fullest comfort is given users of the "Austin Seven," and they have the very great advantage of being able to talk without difficulty, which of course is not the case with a sidecar. They are sheltered by the windscreen, and should bad weather be experienced, have the protection of a hood which can be raised and secured in a moment. The springing is

exceptionally good. The car simply glides over the rough places. Wide doors on either side admit of free and easy entrance. In wet or very cold weather all the occupants, including those on the rear seat, have the full protection of the hood and side curtains, which open with the door. These side curtains can also be used independently of the hood, and form splendid wind shields. When children are carried they are safe and well protected, altogether better than on a dickey seat.

Handling. Ease of handling is a distinctive feature of the "Austin Seven," and one that commends it particularly as a car for women's use. It is fitted with a reverse gear for manœuvring and there is no need to use any effort in moving it into the garage or any awkward position. Its lightness (it weighs but 6½ cwt.) and its ease of running, however, make it quite simple to move the car by hand with none of the physical



Shopping is now a pleasure.



My Car is always at my service.



strain necessary to haul a motor cyclecombination about. Steering is well planned and the simple control of the car is quickly mastered by the novice. The size and handiness of the "Austin Seven" particularly commend it for shopping visits, pleasure jaunts and journeys to one's friends, all made quickly and easily.

Power and Stability. The sidecar combination till now was the only refuge of those who had a great passion but little money for motoring, and its shortcomings were suffered on the score of first cost. With the "Austin Seven" the speed and economy remain, but one has a car instead of a makeshift, and all the advantages of a car in the way of easy travelling, roominess and protection from bad weather for driver and passengers. The physical strain upon the driver is banished—a great consideration when a woman wishes to motor, and there is no necessary

hauling of the car about by hand. One point to which the designer has given the most careful attention is that of stability, and in road-holding qualities the "Austin Seven" is at least the equal of the sidecar combination, and on left-hand corners is superior. Accordingly, the wealth of power in the 4-cylinder water-cooled engine can be utilised to the full for speed and hill-climbing when desired. There are three speeds and reverse in a strong and compact gearbox.

Reliability. Unqualified dependence may be placed on the performance of the "Austin Seven," and the mechanical attention required is very small. Ignition is by magneto, and as lubrication is effected by pump there is no anxiety on that score. As the engine is water cooled the attention necessary is still further reduced: there is no danger of valve breakage or distortion of cylinder heads, while de-



Hills are no trouble at all



Off for a jolly week-end.

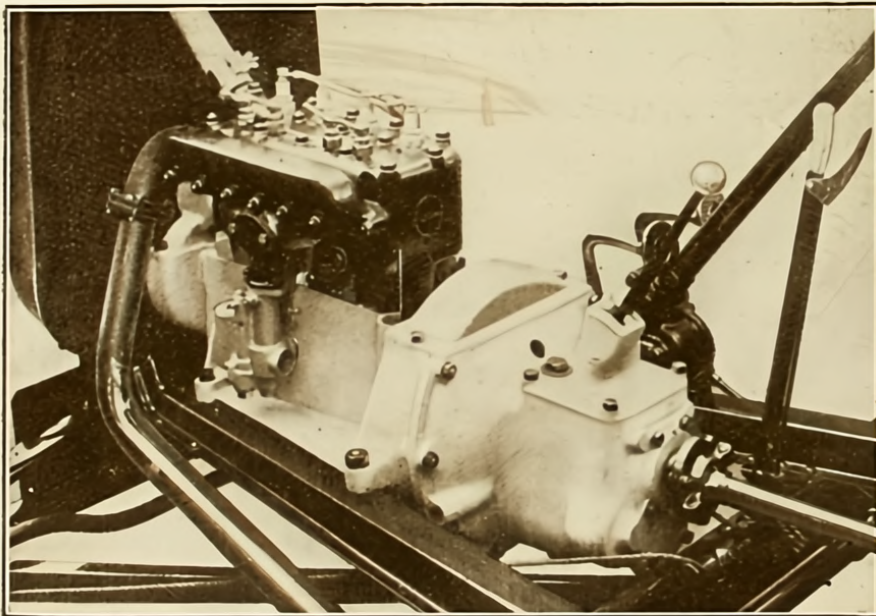
carbonising and adjustments are called for very seldom. Brakes are fitted to all wheels. Those on the front wheels are applied by hand, and those on the rear wheel by pedal. All important parts of the brakes are interchangeable. A very powerful effect is secured with each set of brakes, and when both sets are applied together the car can be pulled up at once on the steepest hill. Controls are of the simplest, wheels are quickly detachable, and a spare fitted with a tyre is carried at the rear of the car. Materials and workmanship of the very best quality are incorporated.

Economy. Economy is a great feature of the "Austin Seven." Petrol consumption is at least as small as that of the motorcycle, oil consumption is reduced to a very small amount by water

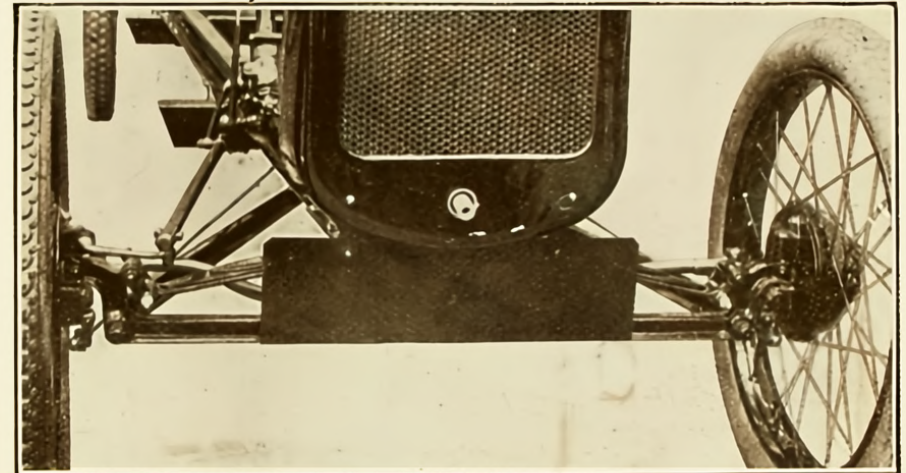
cooling, and the only other running expense to be considered is that of tyres, reduced to a very small figure by the lightness of the car and the even pull of the four-cylinder engine. Running costs are calculated at under 1½d. per mile.

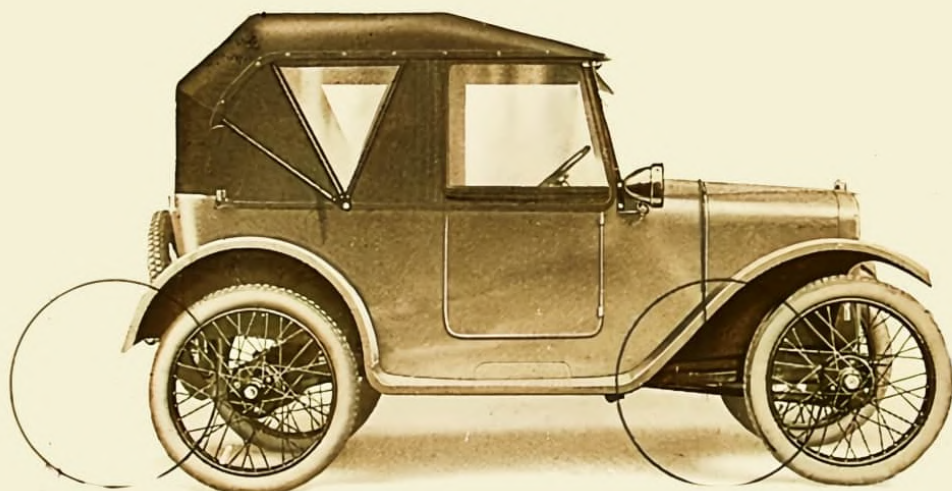
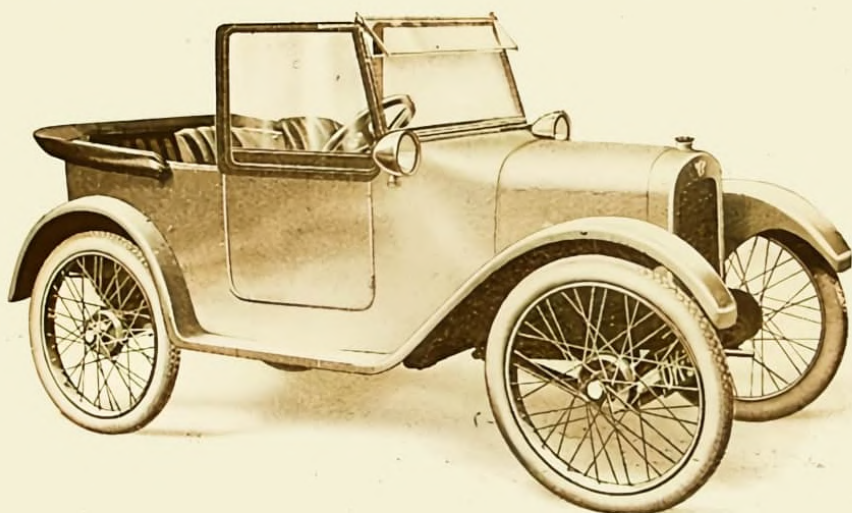
The "Austin Seven" is an economical car, not only because its ingenious design has brought its price within the sidecar range, but because the soundness of this design and the thoroughness with which all parts are made ensures a long life and the fullest dependability. This inherent soundness means also a very low rate of depreciation in market value.

Some fourteen of the unique features in its design are covered by patents.



Convenience. Convenience has been carefully studied. Garaging is as easy as in the case of the sidecar, and cleaning is particularly simple as the panels are stove-enamelled and do not hold the dirt. Possible trouble arising from punctures is minimised by the provision of a spare wheel and tyre. When the hood is raised entrance to the car is facilitated by the side curtains opening with the doors. All mechanical components are readily accessible. Ample tool accommodation under seats.





The Austin Seven

Its Leading Features.

- DIMENSIONS** . . . Overall length, 8ft. 10in.; Overall width, 3ft. 10in.; Wheelbase, 6ft. 3in.; Track, 3ft. 4in.; Weight, 7 cwt. ready for the road.
- ENGINE** . . . Four-cylinder water-cooled detachable head.
 Bore 2.2in. } 747.5 c.c., R.A.C. rating, 7.8 h.p.
 Stroke, 3 in. }
 Brake horse-power: 10.5 at 2,400 rev.
 Ignition: Magneto.
 Oil circulation: by pump.
 Cooling: Thermo-syphon with film radiator.
 Roller crankshaft bearings.
- CLUTCH** . . . Single-plate.
- GEARBOX** . . . Three speeds forward, and reverse: ratios (approx.): 5.4, 9.8, and 17.5 to 1; 23 to 1 reverse; Ball bearings throughout.
- REAR AXLE** . . . Semi-floating, with differential and torque tube. Ball bearings and thrusts throughout. Final drive by shaft and helical bevel; metal universal joints.
- SPRINGS** . . . Semi-elliptic cross spring in front. Quarter elliptics at rear.
- STEERING** . . . Worm and sector, having provision for taking up wear.
- FRONT AXLE** . . . Forged, "H" section.
- BRAKES** . . . On all four wheels; compensated and instantly adjustable. (All parts of the brakes are interchangeable.) Hand brake to the front wheels. Foot brake to the rear wheels.
- WHEELS** . . . Special wire detachable, fitted with 26in. x 3in. non-skid tyres. One spare wheel with tyre.
- CONTROLS** . . . Of magneto and carburetter on steering wheel.
- PETROL TANK** . . . 4 gallons.
- LIGHTING** . . . By gear-driven dynamo, with accumulators.
- CARRIAGE-WORK** . . . Two bucket seats for driver and passenger, instantly adjustable and detachable. Rear seat to carry two or three children. Ample tool box accommodation under seats. Spare wheel and tyre carried on back of car. Hood, double screen, and full side curtains (those over the doors open with them). Electric horn, operated from the steering wheel. Road clearance, 9in. The panels are stove-enamelled for durability of finish and ease of cleaning.
- WORKMANSHIP AND MATERIALS** . . . Austin quality.
- INSURANCE** . . . Special Insurance has been arranged at £8 10s. 0d. per annum.

Price **£165** at Works.

Guarantee and Terms of Business.

ALL goods manufactured by the Company carry the following express warranty, which excludes all warranties, conditions and liabilities whatsoever which might exist against the Company but for this provision, viz.:—In the event of any defect being disclosed in any of the goods, and if the part or parts alleged to be defective are returned to the Company's Works, carriage paid, within twelve months after delivery, the Company undertakes to examine same, and should any fault, due to defective material or workmanship, be found on examination by the Company, it will supply, free of charge, the necessary parts for replacements. The Company's responsibility is limited to the terms of this guarantee, and it shall not be answerable for any contingent or resulting liability or loss arising through any defect. This guarantee does not relate to defects caused by motor racing, wear and tear, dirt, misuse or neglect, or to the defects in any motor, motor vehicle, or goods which have been altered after leaving the Company's Works, or which have been let out on hire, or the identification numbers or marks on which have been altered or removed. The Company accepts no responsibility for tyres.

TERMS OF BUSINESS:—The Company reserves the right to add to the list prices such increases as may, in their opinion, be justified by the cost of labour and materials. Should the price be increased prior to delivery, the client has the option of cancelling the order within seven days after being notified of such increase, and of calling for the return of his deposit, which sum shall be accepted in satisfaction of all claims.

DELIVERY:—At the Company's Works, Longbridge, Birmingham.

The Company will not be responsible for any delays in connection with the manufacture or delivery of any products listed herein, if such delays are caused by scarcity of labour or material, strikes, lock-outs or any cause over which the Company has no control.

ALTERATION IN DESIGNS:—The Company reserves the right to make, without notice, any alterations to, or departures from, the specifications of design detailed in this Catalogue, whenever such alterations are considered advantageous.

DEPOSIT:—A deposit of £25 to accompany the order for each car or chassis, and the balance of the purchase money becomes payable on delivery of the goods.



The . . . CONVERSION OF JINKS

Being the story of a
Motor Ride, with a moral

TALE OF A WONDER CAR



EVER since man first discovered how to tear about the countryside sitting on top of an explosion, Jinks has been a motor-cyclist. He knows all there is to know about motor-bikes. He can tell you the make of any machine from the pop-pop-pop of its exhaust, heard a quarter of a mile away; can tell you what it will "do," and what it will do it on. Two-stroke, four-stroke, single-cylinder, big-twin, all those things which are as Greek to you and I, are as the breath of life to Jinks. He has a mechanical mind—or rather a mind with a gift for mechanics. He can litter his garage floor with the parts of his motor-bike, and put them all back without leaving even a little bit out. Anybody knows that proves genius. When it occurred to somebody to fasten a perambulator alongside a motor-bike, Jinks was among the adventurous pioneers. As the side-car developed into the combination, Jinks progressed too, until last summer he had absolutely the last word in outfits.

Real "Posh." Not one of your silly concerns, with a hesitant $3\frac{1}{2}$ -engine drawing a palsied baby car, and each leaning on the other like somewhat uncertain clubmen returning home at dawn; but a real "posh" turn-out, a V-twin Six, that developed fully eight, and purred along at forty, with the wife and the poodle in the comfy side-car, and the youngster up behind. "This is motoring for the masses," said Jinks. "There is nothing like a real good combination. Speed, comfort, economy—none of your piffing, cheap light cars for me. They've no reserve power; they're badly sprung; they're nothing but rattle-traps. If you can't afford a big, high-powered car, a good combination's the thing; it's better to be at the top of the combination class than at the bottom of the car crowd, with something that everybody knows is cheap." From all of which you will gather that Jinks was a side-car enthusiast. This is the story of his conversion.

. . .

I slipped round for Jinks the other morning with my new "Austin Seven." "Coming for a run?" I said, as he appeared with slippered feet in the porch, and puffing at his old briar.

"I don't like light cars," he said. "They're badly sprung—shake you to bits—and you've got to get out on hills and push." Meanwhile he'd shuffled down the path, and was eyeing my purchase. "What's this lot cost you?" he queried. We are old friends, so the abrupt question did not annoy.

"One hundred and sixty-five pounds."

"Cheap—cheaper than my combination. Cheap and nasty, I suppose."

He was poking about the bonnet of the car, and, as he raised it, I could sense that the battle was going to be a short one; his mechanical curiosity was beating prejudice. I left him alone.

A Testing Morn. "Four cylinders," I heard him say in an undertone. "Detachable head; water-cooled with a thermosyphon; electric lighting; three speeds and reverse—some outfit."

"Umph!" he said out aloud, "I always was a sport, I'll come out with you for a mile or two, and I'll help you to push it back a bit of the way, but not through the town, mark you; that's understood."

"Not so bad," admitted Jinks, as he settled himself into the bucket seat, and the car glided away smoothly. I slipped her into top gear, and as we shot noiselessly in and out of the traffic and over the pot-holes and uneven tramway track in Victoria Street, I saw that the frown had gone from Jinks's face. "She runs quietly," he commented, "can't hear the engine, and there's no vibration."

It was not an ideal morning for a pleasure spin, but it was an ideal morning for a car test. There had been rain overnight and a heavy morning fog. The roads were wet and greasy, and as we spun out into the country we found the roads strewn with loose stones and littered with fallen leaves.

Asking For It. Scartho Road was ashine with greasy moisture, and as we approached the bends at thirty miles an hour, Jinks gasped "Go easy!" I accelerated a trifle—sheer swank, I admit—and took him round at rather more than thirty, the little car holding the road with never a suggestion of a skid. "Would your combination do that?" I asked slyly. "Shouldn't like to try; I've more respect for the Missus," said Jinks. "Light cars are rattle-traps, old man," I said, ironically, as I accelerated and decelerated without the car showing the least trace of vibration. "Some are—and some are not," said Jinks. "I admit your engine's flexible and that there's no vibration here."

We ran into Waltham with its pesky corners, dipped into Brigsley, and so towards Ashby Hill. "Get ready to push," I said to Jinks darkly, as I gave her half-throttle and dropped into second gear. We took the hill at an easy twenty-five miles, the little engine having heaps in hand. "How's that, Jinks?" I asked. "Astonishing!" was his sole comment.

Round the Hair-pin. We coasted down the incline, swished through Ravendale, and so to Thorganby, with its wicked hair-pin bend. We coasted the decline. The road was vile—mud, grease, dead leaves; but the little car was under perfect control, and as we turned the bend sweetly, I saw Jinks gazing up at the descent we'd made. "They say Lincolnshire's a flat county," he said, "but that's as twisty-wisty a bit and as up-and-down a bit as you can find anywhere—it's good enough for a trial course." "Jinks, my son," said I, "we're only just starting; you're going to see things this morning."

I commenced the ascent into Swinhope on second gear, then, just to impress Jinks, changed into top half-way up, and I rejoiced in his wonderment as he felt the engine pick up.

25 Miles per hour Uphill.

So, we came to Binbrook, and out of Binbrook toward Tealby, taking the climb on second gear at twenty-five miles an hour, changing into top, for the sheer joy of the thing, and reaching the summit at a good fifteen. Thence down Bully Hill (1 in 6, with two corners) we went, gently, as befits a careful driver with a precious cargo. "Marvellous!" ejaculated Jinks, "the control is wonderful." Up and down the switchback into Tealby we went on top gear. "This is a light car, Jinks," I said, "one of those badly-sprung things—with no reserve power." "Chuck it," was his piteous reply; "Don't rub it in." We halted at Tealby, and the practical Jinks jumped out, and dived into the bonnet. "Well, I'm blessed," he said, as he laid his palm flat on the top of the engine, "she's only just nicely warm." He unscrewed the radiator cap. "Can't see that any water's gone," he reported. "She's a marvel," he added enthusiastically.

"Jinks," I said warningly, "remember your combination. Don't get carried away. Conserve your energy. We're going up Bully Hill, and you'll have to get out and push."

Taming the Bully.

We hummed softly out of Tealby, and picking up responsively on second gear, sailed up the Bully as easily almost as on the flat. I dropped into lowest at that awkward corner, and having rounded it, slid second gear back, and went to the top at a good twenty-five, the engine showing no indication of effort. "Can an 'Austin Seven' climb hills?" I asked my passenger. "Climb a bloomin' house side, I should think," said Jinks. We went down into Binbrook at forty-five miles an hour, the car holding the greasy road beautifully, and the springs absorbing all the road shocks. The hill out of Binbrook, going towards Swinhope, slipped under us at thirty, and the engine had heaps in reserve.

Want a Combination?

Clickem Inn and the Ravendale Valley; more loose stones, leaf litter and road grease; we were doing a good thirty but were care free, for the little car sat the road with never a tremor. I opened her out clear of Scartho, and ran her up to the neighbourhood of fifty. Jinks was duly impressed when I dropped him at his gate. "We've done that lot well under two hours, and on rather more than half a gallon," I told him.

"What did you say the price was?" he asked.

"One sixty-five pounds—with electric lighting, electric horn, spare wheel and tyre, hood, screen and side-curtains, Dunlop Magnums, interchangeable wheels, and every refinement of the biggest, most expensive cars."

"Do you know anybody who wants to buy a good combination?" said Jinks.

[Reprint from *Grimsby Daily Telegraph*.]



ON MATLOCK BANK.

A member of "*The Commercial Motor*" staff writes :—

"The famous Matlock Bank I know well, having climbed it with all makes of vehicles, and my present bus, with its 27 horses, thunders up it on second gear at 25 m.p.h. It is a rise of nearly a mile, mostly 1 in 8, finishing up with a nice bit of about 1 in 6. The driver of the 'Austin Seven' knew nothing of this pimple, had never seen it even, but gaily volunteered to take me up, although I do not believe he had noted my avoirdupois, which tilts the accusing finger of the weighing machine round to just under 16 stone. To my mind it was a marvellous performance. Lowest gear was engaged about half-way up, and I do not think the speed ever dropped below 17 anywhere, but the driver fixed it at 15 m.p.h. It certainly never faltered; one had the idea of a reserve of power and the feeling that it would have carried on had the hill been three times as long. The return was made the same way on low gear, with a touch of the brake now and again, quite comfortably."

In its first competition appearance, at Shelsley Walsh in 1922, the "Austin Seven" climbed the hill faster than cars having engines of more than double the size of its own.



